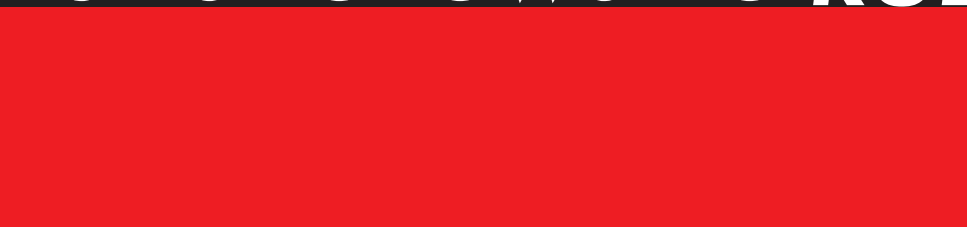


The  
Random  
**STYLE OF**



*typography is special as it  
has no real direction.  
and follows no **RULES***



G

RI

D

THE  
GRID  
STYLE

IT USES  
HORI-  
ZONTAL

GUIDE  
LAYOUT  
CHOICES

IS ALSO  
UNIQUE

AND  
VERTICLE

STRUC-  
TURING

BECAUSE

LINES TO

THE PIECE

# TRANSITIONAL

*The TRANSITIONAL style where the text flows in a natural way, this ironically gives a look of unorganisation and is typically not used for typography, but rather posters.*



The axial style  
uses a specific  
axis and lays the  
text across it

AXIAL

follows the axis  
anywhere along this  
AXIS!!

EVEN HERE!

# BILATERAL

*THE BILATERAL STYLE IS SIMILAR TO  
THE AXIAL.*

*ONLY THE BILATERAL STYLE FOCUS-  
ES ENTIRELY ON SYMMETRY.*

*SO AS LONG AS ITS ON THIS LINE,  
IT STILL COUNTS AS BILATERAL*

DILATATIONAL

The Dilatational style is a style of typography that follows a...

The Radial style is a style of typography that follows a...

in a spiral pattern, in simple terms, its like following the rings of a tree, which in turn is difficult to read.

# **MODULAR**

THIS IS  
COMMONLY  
DONE WITH  
SQUARES, BUT  
AS SHOWN CAN  
USE ANY SHAPE!!

THE MODULAR  
STYLE USES PAT-  
TERNS AND  
STRUCTURES TO  
BREAK UP THE  
CONTENT

# RADIAL

this style uses a focal point to  
direct it and the text and look

like the text is leading you to  
a specific location. its also

used to give a sense of zoom